



***You Drink & Drive. You Lose.* National Crackdown Labor Day 2004**

August 27 - September 12, 2004

Join the *You Drink & Drive. You Lose.* National Crackdown.

For most Americans, the Labor Day holiday is a special time to join family and friends to enjoy the last days of summer. Unfortunately, the Labor Day holiday also usually means an increase in impaired driving and alcohol-related fatalities. That's why during August 27 - September 12, 2004 law enforcement agencies across the nation will join forces with hundreds of traffic safety organizations in all 50 States to protect citizens from this deadly and serious crime.

Highly Visible Enforcement is the Goal

The key to deterring impaired driving is highly visible enforcement. The research is clear on the affect highly visible enforcement has on deterring impairing driving. Prevention and not arrest is the goal of the campaign. Drivers must perceive that the risk of being caught is too high before their behavior will change. Use the *You Drink & Drive. You Lose.* Message to convince audiences that the chance of being caught is too high to risk. The message works and has already influenced thousands of citizens not drive impaired nationwide.


New Materials to Help You Get Media Coverage

The key to deterring impaired driving is highly visible enforcement. Drivers must perceive that the risk of being caught is too high before their behavior will change. Use the - *You Drink & Drive. You Lose.* - message. It's to the point and easy for the media to incorporate in many different forms of communications. Most important, it's an effective message in influencing thousands of citizens not to drive impaired.

Use the materials to help you locally promote the National Crackdown. The toolkit materials can be easily customized by local law enforcement officials, prosecutors and traffic safety advocates.

The online version of the Saturation Patrols and Sobriety Checkpoints Planning Guide is already available on this web-site. Print copies can also be ordered via the web site or by faxing your request to (301) 386-2194. This guide is intended for year-round use and provides information for partner organizations, such as:

- How to Plan Checkpoints and Saturation Patrols

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- Building Partnerships
 - Conducting Publicity and Promotion
 - Establishing Operational Timelines
 - Criminal Justice Training
 - General Resources Need More Help?

Your efforts are invaluable in keeping American families safe from impaired drivers this Labor Day Crackdown.